

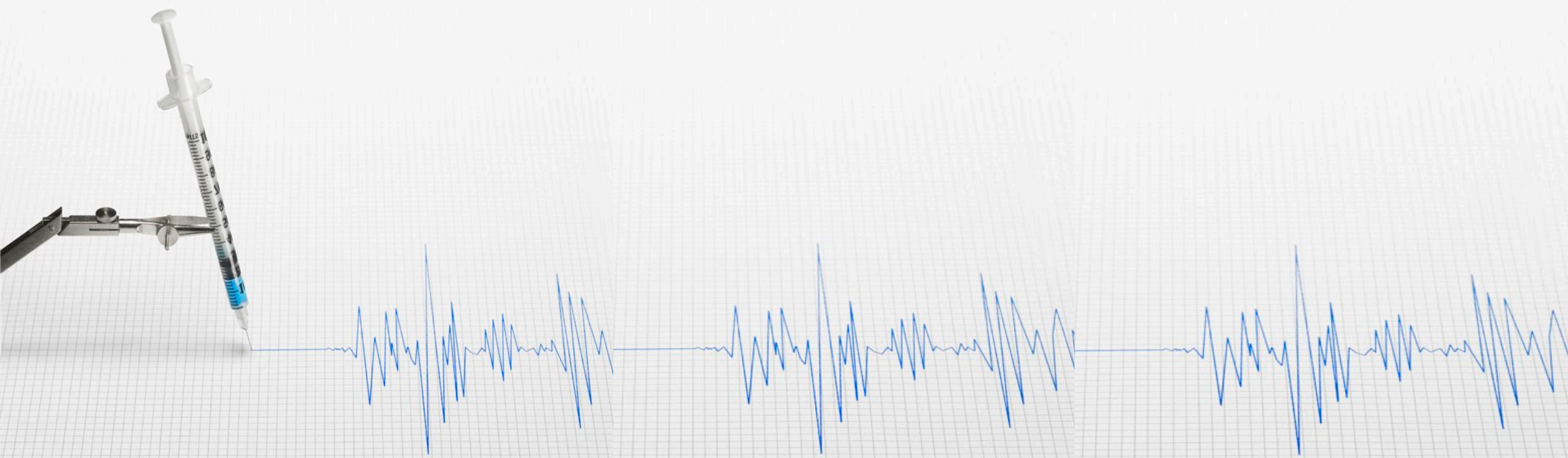
HEALTHY RESULTS

CHALLENGE

How do you effectively reach your audience to drive awareness of quality health care and lower out of pocket costs?

SOLUTION

You leverage a mix of engaging and high-impact rich executions to build awareness! The Kargo Breakout Banner and Animated Interstitial units drove quality in-view time in premium editorial environments, inviting this highly targeted audience to engage further. The best part? The results were off the (health) charts!



82.2%
AVG IN-VIEW RATE
+93% Moat Benchmark¹

18.5s
AVG IN-VIEW TIME
+12% Moat Benchmark¹

76%
ON TARGET DELIVERY
+27% DAR Benchmark²

